






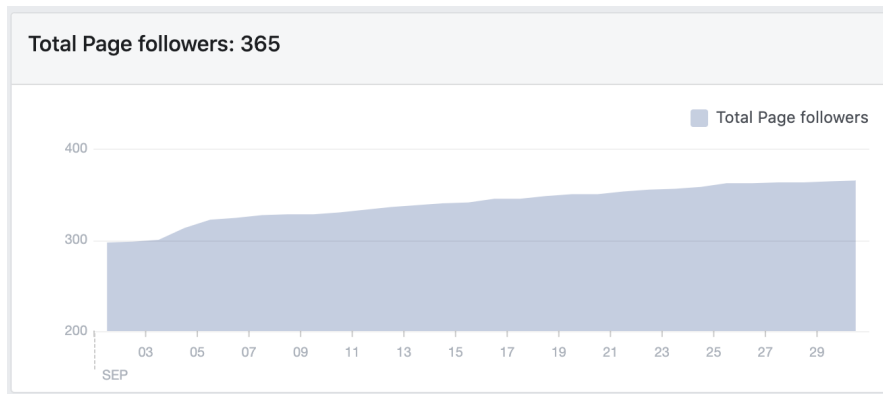
Communications report – September 2020












Mailing List

We have We have 147 subscribers of the mailing list, up from 136 last month. Emails went out fortnightly at the beginning of September, but now go out weekly with podcast episodes, blog posts, new resources all announced. Also encouraging interactions and comments on our social media.

	25th Sept Subscribers email Regular · Highland Good Food Conversation Sent Fri, September 25th 6:37 am to 146 recipients by you	Sent	43.4% Opens	12.4% Clicks
Past Month (2)				
	Podcast Episode 3 Regular · Highland Good Food Conversation Sent Fri, September 18th 7:05 am to 145 recipients by you	Sent	47.2% Opens	14.6% Clicks
	Podcast Episode 2 Regular · Highland Good Food Conversation Sent Fri, September 4th 6:26 am to 136 recipients by you	Sent	48.9% Opens	12.6% Clicks

Around half of people open the email, and 12-14% click through the links in the email. That shows me we have quite good interaction from folk with regards to them reading the emails. The clicks may not be high, as people also follow us on social media, and may click through from there instead. I will monitor if % of opens and clicks increases or decreases with the emails going to weekly. If they reduce significantly, I suggest we go back to fortnightly.



Published	Post	Type	Targeting	Reach	Engagement
02/10/2020 10:12	 EPISODE 4 of the podcast is OUT NOW! We chat to 6 people	📺	🌐	44	4 3
28/09/2020 10:32	 Are you interested in how changing the branding of	📺	🌐	124	1 6
25/09/2020 10:00	 Do you remember a few months back when there was no flour on	📺	🌐	529	31 41
24/09/2020 08:00	 As well as our fortnightly podcast, and blogs exploring all aspects of	📺	🌐	413	16 20
23/09/2020 11:17	 In a few weeks we will be chatting to the Scottish Crofting	📺	🌐	96	4 4
22/09/2020 11:55		📺	🌐	140	0 7
18/09/2020 11:23	 PODCAST EPISODE 3 OUT NOW! We explore the challenges	📺	🌐	1.1K	63 70
11/09/2020 10:00	 Have you ever wondered what regenerative farming is, or	📺	🌐	2.5K	133 68
10/09/2020 10:38	 REMINDER of the Scottish Food Stories event on ZOOM on	📺	🌐	1.1K	28 42
09/09/2020 10:13	 If you enjoyed our podcast on #regenerativeagriculture, here is	📺	🌐	270	20 14
07/09/2020 08:00	 Has lockdown changed how you think about your food? Share your	📺	🌐	156	7 6
04/09/2020 10:22	 EPISODE 2 OUT NOW! Is regenerative farming one way to	📺	🌐	1.4K	75 124

Looking at this, the REGENERATIVE FARMING posts got the most shares, likes and comments. This is a hot topic at the moment, internationally, so is easy to share across network. Bread posts have done pretty well, but not as easy to promote with hashtags. Volunteer Rachel Eddie will be pushing more Facebook and Instagram content in the coming weeks.



TWITTER - https://twitter.com/highland_food

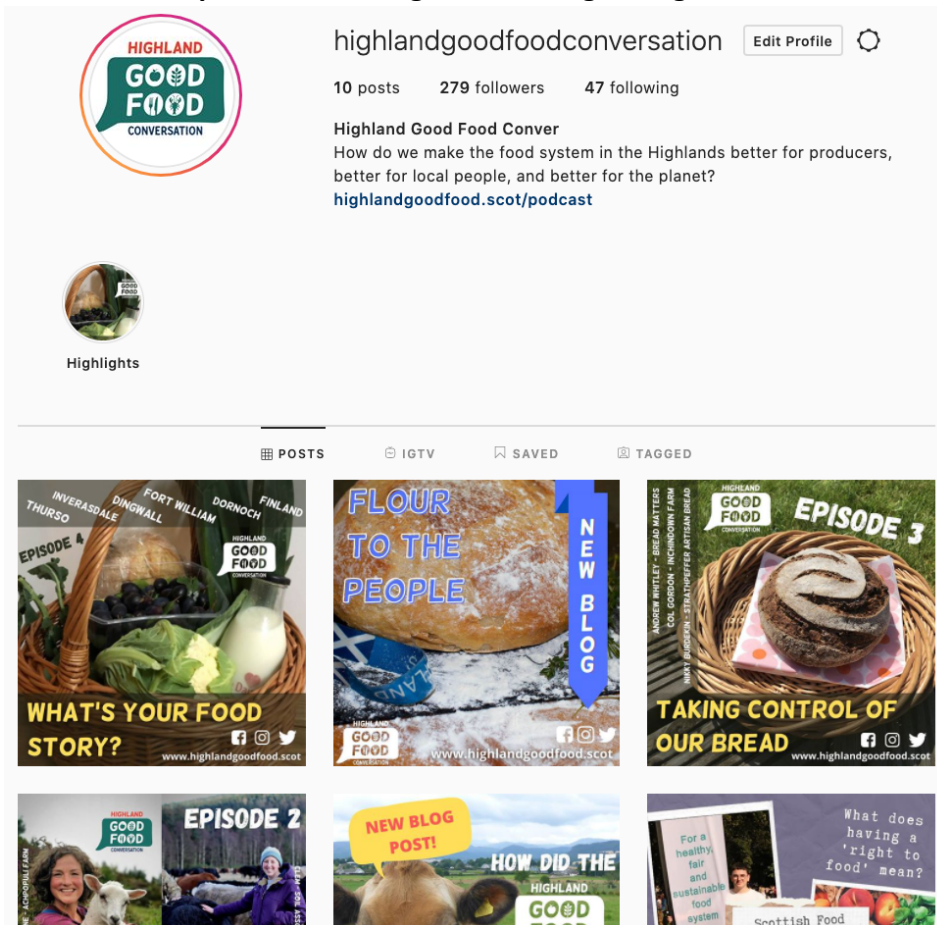
Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	Highland Good Food Conversation @highland_food · Sep 25	Do you remember a few months back when there was no flour to be seen? Did you ever wonder what was being done or ways that is could be prevented locally? Well if the answer is "yes" you could give our new blog which talks about the project called Flour to the People a read. pic.twitter.com/kheqYjvPb		1,052	65	6.2%
	Highland Good Food Conversation @highland_food · Sep 18	PODCAST EPISODE 3 OUT NOW! We explore the challenges in the current industrial bread system, and look at alternative ideas for Highland #localbread #fromseedto loaf highlandgoodfood.podbean.com/e/episode3/ or highlandgoodfood.scot/podcast/		1,404	57	4.1%
	Highland Good Food Conversation @highland_food · Sep 11	Have you ever wondered what regenerative farming is, or perhaps how it could affect the food system and our land in the Highlands? How about giving our latest blog post a wee read, on a potential idea of reinventing the shielings: highlandgoodfood.scot/ancient-future...		1,259	78	6.2%
	Highland Good Food Conversation @highland_food · Sep 10	We joined in with this last night, and it was so good to share and hear stories of people's food experiences during lockdown & after. Final workshop is on Saturday! Still time to sign up FREE. #righttofood twitter.com/GFNCampaign/st...		1,194	23	1.9%
	Highland Good Food Conversation @highland_food · Sep 4	Is #regenerativeagriculture one way to have a better food system in the Highlands? EPISODE 2 of the #HighlandGoodFoodPodcast is out now! highlandgoodfood.scot/podcast/ or highlandgoodfood.podbean.com/e/episode2/ We chat to a regenerative farmer & @SoilAssocScot about mob grazing & agroecology! pic.twitter.com/mX1ePCj67		1,621	117	7.2%



Twitter engagement is picking up. Especially with big subjects like regenerative farming and real bread, Twitter is a great place to spread the word. If we have a purely social media team member, they could build our Twitter presence hugely, but the current team are severely limited by our time to do this.



INSTAGRAM - <https://www.instagram.com/highlandgoodfoodconversation/>



Instagram does not have its own inbuilt analytics, but some figures that I have pulled out are below:

279 followers, up from 179 last month

PODCAST EPISODE 2 post (Regen Ag): 28 Likes, 2 comments

PODCAST EPISODE 3 post (Bread): 19 likes

BREAD BLOG: 20 likes

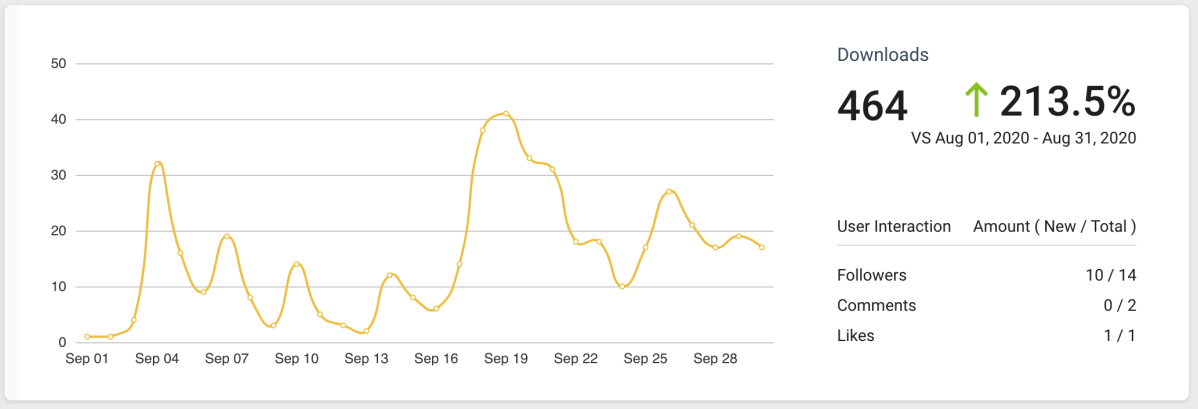
That is a big increase in followers in a month, so I'm really pleased with this. Volunteer Rachel Eddie is going to work on engaging Instagram followers, through more use of Instagram Stories.

PODCAST (hosted on Podbean and the HGFC website)

We have 14 followers directly on Podbean. These are separate followers to our email subscribers, and may be international.



Sep 1, 2020 - Sep 30, 2020



EPISODE 2: Is Regenerative Farming The Future? 134 DOWNLOADS

EPISODE 3: Taking Control Of Our Bread: 240 DOWNLOADS

I am currently unable to see where the audience are based in the world, as you need a paid subscription with Podbean to get that feature.

I hope you find this helpful.

Thanks,

Rachel Butterworth